

MANIPULATION STRATEGIES ON COLLECTIVE UNCONSCIOUSNESS

**ON BLACK AND WHITE IN THE
ADS**

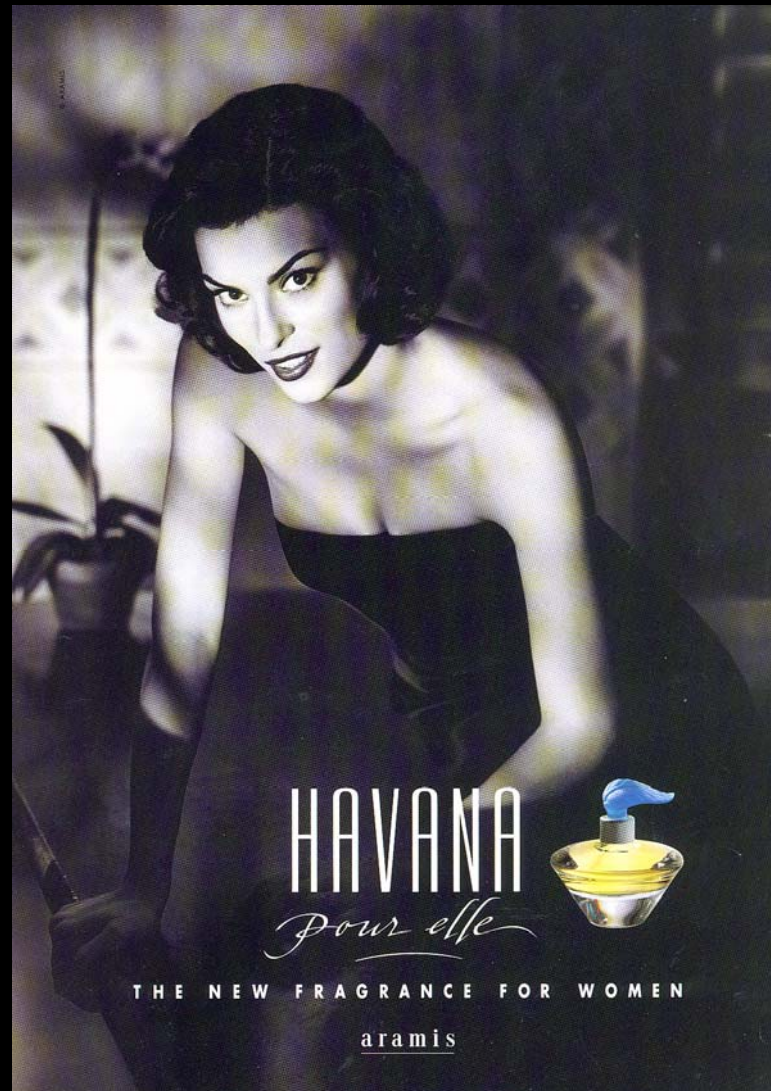
Mony Almalech

I shall try to prove that the advertising industry uses the sign system of colors and the signs of femininity to manipulate the client's unconsciousness.

- Picture 1



- Picture 2



- Picture 3

Champs-Elysées

*La vie est plus belle
quand on l'aime
Soi-même*

בושם שאנו אליזה - הניחוח האמיתי של פאריז.

(Life is best played without a script)

GUERLAIN
PARIS

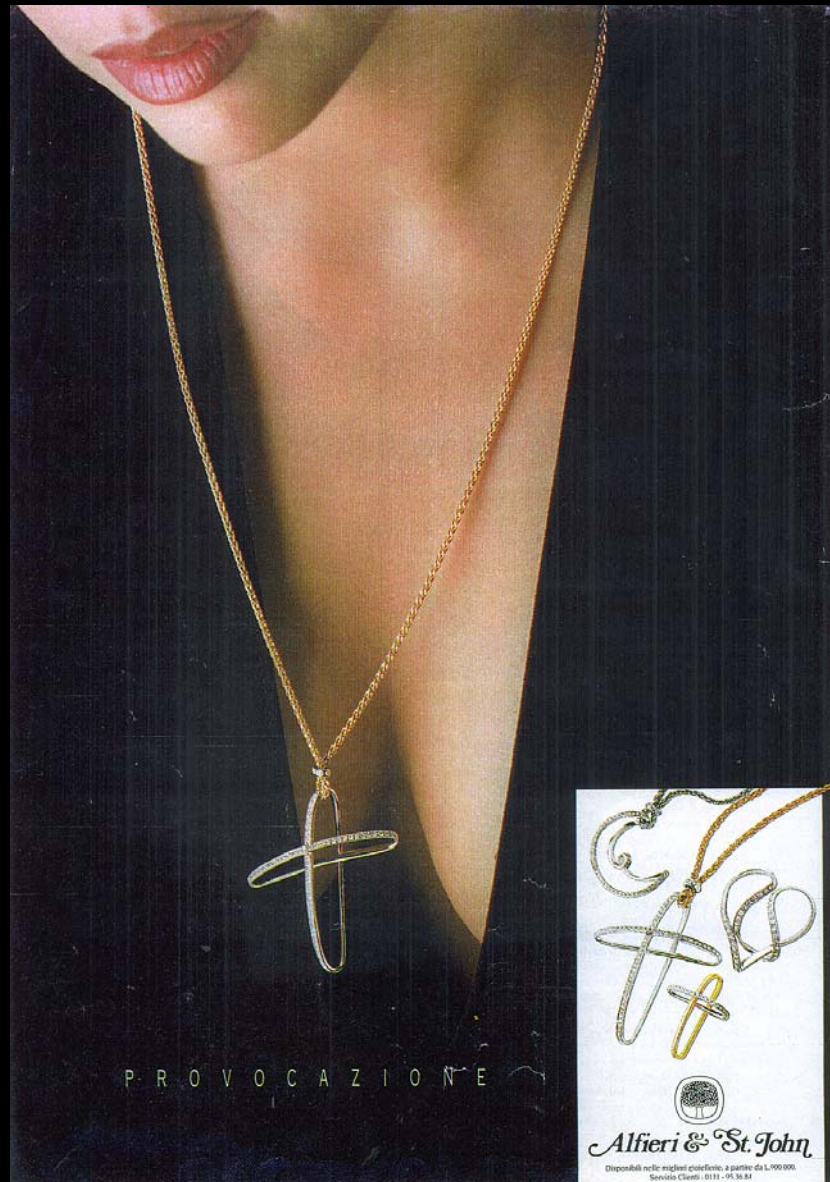
- Picture 4

AMETIST®
THE JEWELRY DIVISION OF
ROMANCE & MAGIC INC

б у л . Ц а р О с в о б о д и т е л 4 А

The advertisement features a woman with dark hair and eyes, wearing a black spaghetti-strap top and a diamond necklace. She is looking directly at the camera. To her left, a diamond bracelet is displayed. The background is dark. The text 'AMETIST®' is prominently displayed in a serif font, with 'THE JEWELRY DIVISION OF ROMANCE & MAGIC INC' in a smaller font below it. At the bottom, the address 'б у л . Ц а р О с в о б о д и т е л 4 А' is written in a stylized, spaced-out font.

- Picture 5

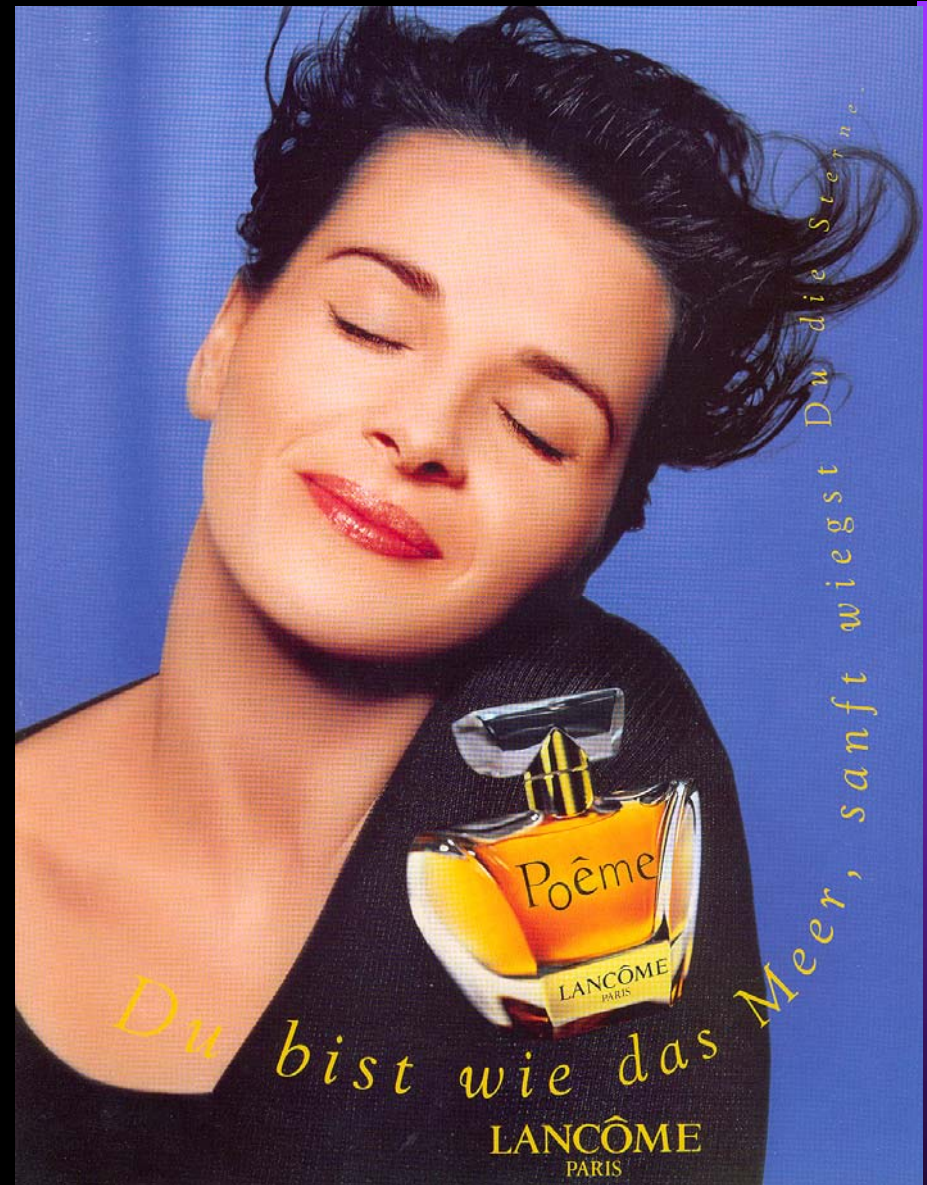


- Picture 6



- Picture 7

At this stage the dark blue in the pictures would be considered as a cultural synonym of black as it is in many primitive cultures in Africa and North America.



TO CATCH THE LIE

- The fastest way to catch the manipulation and the false claims of advertisements is to use the wisdom and the philosophy of secret mystic knowledge.
- The color symbolism in the doctrines of Islam and Judaism represent meditation on color symbolism developed over the centuries.

I.1. WHAT DOES THE ISLAM`S SUFY SAY ON BLACK, WHITE, AND THE OCHRE YELLOW EARTH/OCHRE RUDDLE SPOT?

Black is "a bright light in a dark day"

White is the integration of all colors;

White is pure and unstained.

Black and white are colors of God.

The color sandalwood is of earth, void of
color.

I.2. WHAT DOES THE JEWISH KABALAH SAY ON BLACK, WHITE, AND GOLD?

Black - *Dark shining light or dark mirror*
which causes the functional effect of
hiding everything behind.

- State of mourning.
- *The souls of the evil are black.*

White - 'purity' and 'immaculacy'

Pictures № 1-3 and № 6-7 consist of the same three colors pointed at the Islamic System of Three Colors.

The ochre-yellow / earth-ochre / ruddle spots of the bottles of perfumery should have the symbolic role of the sandalwood color or of the Gold

TO CATCH THE TRUTH

- The kern of the norm of word association [Almalech, 2001c] shows a tendency to verbalise the prototypes of color categories [E. Rosch et al, 1976], the most specific qualities of the prototypes, as well as the cultured semantisations of the prototypes.

WHITE – WORD-ASSOCIATIONS

Kern: snow; snowy; like snow; milk;
light *n.* / *adj.* / *adv.*; bright/light day;
cleaned; pureness; clean / pure /
immaculate *adv.*; to clean / pure /
immaculate; purity / immaculacy
innocent; freedom; free; peace;
peacefully; peaceableness; transparent
/ translucent; tender / delicate / fragile
adj./adv.

WHITE

Nuclear: breadth / borderness; perfect; calmness; calm; joy / gladness / delight / glad / joyful / joyous; the eternity / the perpetuity; angel; spiritual / mental / intellectual; **official; formality / official character; elegant; elegance; style; of style**; opened to; optimism; wise / prudent / reasonable; independent etc.

SYNONYMOUS MEANINGS OF BLACK AND WHITE

With the norm of word-
associations '**official**', '**official**
character' are responses to
black and white.

THE "EASY" BERLIN AND KAY`S WAY

Black-white dominated ads denote something following the "easy" and natural way of historical appearance of basic color terms in natural languages, drawn by Berlin and Key [Berlin, B., P. Kay, 1969]

Despite the arguments put against this hypothesis [Conklin, 1973], [Sahlins 1976] today it is widely accepted that from a historical point of view natural languages follow in their development the scheme of Berlin and Kay, i.e. **the earliest stage consists of two basic color terms and they are black and white, the next level is of three basic color terms and they are white, black and red, the next level includes black, white, red and green or yellow etc.**

THE "HARD" WAY OF THE OLD TESTAMENT

The Old Testament is basic in many ways to the value systems of the Middle East and Europe. It is a highly sophisticated instructive system for converting pagan tribes to monotheistic moral values. Some researchers consider the complete text a chronicle of the constitution of color terminology, i.e. the earliest parts should represent a more primitive level of basic color terminology. Respectively, the latest books would present a complete terminology in the area of basic color terms.

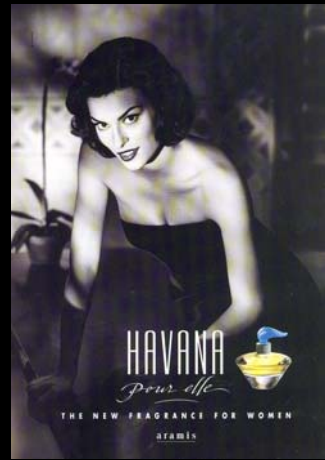
**The order of appearance of the
basic color terms in the Old
Testament do not follow a
historical representation.**

THE PERFUMERY BOTTLE

Picture 1



Picture 2



Picture 3



There are three possibilities on the color of the perfumery bottle:

1. Sandalwood - the whole paradigm of very high motivations and semantisations in the doctrine of the Islam are topical and operative.
2. Gold - more powerful than white.
3. Yellow - The normative associative meanings. As a response to **yellow** 'gold' is at the kernel part.

If the most usual chromatic representative of gold is yellow, we can accept that the Lie and Manipulation at black-white dominated ads goes on through the line of giving the potential consumer moments with *the hidden gold*.

SIGNS OF FEMININITY AND CONCLUSIONS

The starting point of the signs of femininity [Weitman, Ms.], what ever they are, is their primary status as an icon type sign. The black-white context assigns to femininity an index level of sign and, possibly – a symbol-sign level.

- **The signs of femininity are of an 'official' and 'official character' which are common meanings for white and black.**

- The black-white dominance in perfumery and jewels advertisements is a preferred formula just because black and white function in such ads is a very useful formula.

This useful formula is based on the doubled semantic suggestion of synonymous meanings as 'official' and 'official character'.

- It is obvious that in this kind of advertisements black does not function with its negative meanings or funeral string of meanings but with the normative 'severe', 'strict', 'strictness', 'severity', 'elegant', 'elegance', 'style', 'of style'.

- Pictures № 4-7 are very interesting with the fact that the **white color** does not come from the white-black picture but from the skin of the woman. Thus all positive suggestions made by the white color here are meanings and suggestions of the femininity by itself but not the color proper. The red of the lip-stick comes to ensure the vitality of the suggestions and to build a claim to the line of reality.

- A talented ad manipulates our unconsciousness by using the meanings of the colors and the signs of femininity.
- Both are sign systems where every element become a semantic unit of universal cultured language.

TO CATCH THE LIE AGAIN

A proof for the black-white meanings 'official' and 'official character' can be found in explicit form in an ad for "Jack Daniel`s". The picture represents an old paper where the biggest sign in black is the word **OFFICIALLY** in Bulgarian.



The same semantic bunch of
unconscious suggestions
are used:

'official', 'official character',
'severe', 'strict',
'strictness', 'severity',
'elegant', 'elegance',
'style', 'of style'.



This gets us back to the action
TO CATCH THE LIE or to the

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® Mony Almalech